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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Leslie *et al.*

Examiner: Smith, Traci L.

Serial No.: 09/932,163

Group Art Unit: 3629

Filed: 08/17/2001

Docket No.: RSW920010164US1

Title: CUSTOMIZING THE PRESENTATION OF INFORMATION TO SUIT A USER'S
PERSONALITY TYPE

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

BRIEF OF APPELLANT

This Appeal Brief, pursuant to the Notice of Appeal filed February 28, 2006, is an
appeal from the rejection of the Examiner in the Office Action dated October 28, 2005.

REAL PARTY IN INTEREST

International Business Machines, Inc. is the real party in interest.

RELATED APPEALS AND INTERFERENCES

None.

STATUS OF CLAIMS

Claims 1, 2 and 11-36 are rejected. Claims 3-10 are canceled. The rejection of claims 1,
2 and 11-36 is being appealed.

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STATUS OF AMENDMENTS

There are no After-Final Amendments which have not been entered.

SUMMARY OF CLAIMED SUBJECT MATTER

The present invention provides a method for suiting a presentation of information to the personality type of a user (100) of the information. See specification, page 4, lines 2-3. Occurrences of events are logged for events that are implicitly relevant to deducing a value of a variable of a personality type indicator associated with the user (100). See specification, page 8, lines 7-8. The value of the variable of the personality type indicator is deduced from the logged occurrences of events. See specification, page 8, line 19 - page 9, line 2. A presentation of information is customized to the user (100) according to the value of the variable of the personality type indicator. See specification, page 9, lines 2-5; FIG. 2, step 220. The presentation of information may be delivered from a server (110) to the user (100) by Internet (115). See specification, page 4, lines 8-10. The personality type indicator may be a Myer Briggs Type Indicator. See specification, page 6, lines 3-9.

The present invention provides a method and system for monitoring a session over the Internet (115) between a user (100) and a server (110) comprised by the system, said method customizing information presented to the user (100). See specification, page 4, lines 1-10; page 8, lines 17-19. Events are observed over the Internet (115) that the user (100) participates in during the session, said events being related to a plurality of personality type variables pertaining to the user. A specific value of a personality type variable of the plurality of personality type

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variables is recorded for each event of said events in a log that is associated with the specific value of the personality type variable, resulting in a set of logs comprising a separate log for each specific value of the personality type variable. See specification, page 8, lines 7-16; page 9, lines 6-16.

A personality type indicator associated with the user (100) may be deduced, said personality type indicator comprising a best value of each personality type variable of the plurality of personality type variables, said deducing comprising determining from each log of the set of logs the best value of each personality type variable. Determining the best value of each personality type variable may comprise executing a majority vote algorithm for each log whose associated personality type variable is a binary variable. See specification, page 10, lines 4-16; FIG. 2, step 270.

A user record (130) associated with the user (100) may be generated, said generating comprising inserting the determined personality type indicator into the user record (130). The user record may be stored in the server (110) or outside of the server (110). See specification, page 4, lines 15-18.

The user record (130) associated with the user (100) may be retrieved. A content or style of information adapted to be presented to the user (100) may be customized. Said customizing comprising may utilize the personality type indicator that is in the user record (130). See specification, page 8, line 19 - page 9, line 5; FIG. 2, step 220.

Said observing, recording, deducing, generating, storing, and customizing may be performed during the session by programmable instructions executing on the server (110). See specification, page 4, lines 11-14.

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The personality type indicator may be a Myer Briggs Type Indicator. See specification, page 6, lines 3-9.

After said recording, it is determined whether the session is still active. If said determining determines that the session is still active then there is a monitoring for the occurrence of events that are implicitly relevant to deducing values of the personality type variables pertaining to the user. If said determining determines that the session is not still active then the logs are retrieved and values for the personality type variables are recomputed by testing the retrieved logs. See specification, page 69, line 19 - page 10, line 16; FIG. 2, steps 240-270.

GROUND OF REJECTION TO BE REVIEWED ON APPEAL

1. Whether claims 1-2 and 11-33 are unpatentable under 35 U.S.C. § 102(b) as allegedly being anticipated by US Patent 5,987,415 Breese *et al*; Modeling a User's emotion and Personality in a computer user interface.
2. Whether claims 34-36 are unpatentable under 35 U.S.C. § 103(a) as allegedly being unpatentable over US Patent 5,987,415 Breese *et al*; Modeling a User's emotion and Personality in a computer user interface as applied to claims 1, 11-33 above, and further in view of US Patent 5,848,396 Gerace Method and Apparatus for Determining Behavioral Profile of A Computer User.

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ARGUMENT**GROUND OF REJECTION 1**

Claims 1-2 and 11-33 stand rejected under 35 U.S.C. § 102(b) as allegedly being anticipated by US Patent 5,987,415 Breese *et al*; Modeling a User's emotion and Personality in a computer user interface.

Claims 1-2 and 30

Appellants respectfully contend that Breese does not anticipate claim 1, because Breese does not teach each and every feature of claim 1.

As a first example of why Breese does not anticipate claim 1, Breese does not teach the feature: "logging occurrences of events that are implicitly relevant to deducing a value of a variable of a personality type indicator associated with the user".

The Examiner argues that Breese, col. 11, line 5-9 teach the preceding feature of claim 1.

In response, Appellants note that Breese, col. 11, line 4-9 recites: "Thus, the Bayesian belief network fragment of FIG. 3 indicates (1) the relationship of emotion and personality on expressive style, (2) the probability that a modeled concept will be interpreted as a particular style, and (3) whether the interpretation matches the intent for each component and whether they match on all components". Appellants contend that the preceding quote from Breese, col. 11, line 4-9 does not teach "logging" of events. The Examiner has not provided any citation in Breese evidencing that Breese teaches the "logging" recited in claim 1.

Breese teaches analyzing the user's responses (e.g., in words or phrase - see Breese, col.

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9, line 65 - col. 11, line 9) or in other ways (e.g., observing the user's facial expressions - see Breese, col. 14, lines 34-40) to make the inferences cited by the Examiner in Breese, col. 11, line 4-9. If said responses by the user are interpreted as the "events" in claim 1, then Applicants assert that Breese does not disclose the said responses by the user are logged.

Breese teaches analyzing the responses by the user as these responses occur. For example, Breese, col. 12, lines 48 - col. 13, line 8, the policy module 620 received inputs from the user interface representing the user's behavior (e.g., loud and angry voice, or calm and quiet voice), and the module 620 invokes a Bayesian module 640 to infer a user behavior for an agent to perform. Breese does not disclose that said user's behavior is logged.

What is actually logged in Breese is the probability of occurrence of different states of expression (e.g., happy, surprise, fear anger, sad, disgust) of the user, as disclosed in Breese, col. 15, lines 20-46 and FIG. 12. However, does not disclose logging the "events" (i.e., the user's behavior) from which said probabilities are computed. For example, the log of Breese, FIG. 12 does not show the "events" from which said probabilities are computed.

As a second example of why Breese does not anticipate claim 1, Breese does not teach the feature: "deducing the value of the variable of the personality type indicator from the logged occurrences of events".

The Examiner argues that Breese, col. 12, line 27-29 teach the preceding feature of claim1.

In response, Appellants note that Breese, col. 12, line 27-29 recites: "We implement this

approach in the network by setting each "Match" node to true." Therefore, the Examiner is arguing that the "Match" node represents the claimed personality type indicator and that setting the value of "true" for the "Match" node represents the claimed "deducing the value of the variable of the personality type indicator". However, a necessary condition for the Examiner's analysis to be persuasive, Breese's "setting each "Match" node to true" would have to be inferred "from the logged occurrences of events" as required by claim 1.

Appellants contend that the preceding argument by the Examiner is not persuasive, however, as evidenced by Breese, col. 10, lines 61-67 which recites: "The [match] nodes 372-378 represent whether a particular expressive interpretation of the paraphrase matches the intended expressive style by the individual for each component. The node 372, "Match Active" has value true if and only if the values of the "Concept Active" node 352 and the "Active Expression" node 330 are the same." Therefore, in order for the value "true" of the match nodes 372-378 to be inferred from the "events" (whether logged or not), a test must be made to determine that values of nodes 352, 354, 356, 358 are the same as the values of nodes 330, 335, 340, 345, respectively (see Breese, FIG. 3).

However, the preceding test is not performed in Breese. Instead, the values of the match nodes 372-378 are set to "true" by assumption rather than being inferred "from the logged occurrences of events" as required by claim 1. See Breese, col. 12, lines 10-17, which recites: "For choice of paraphrase we make an additional **assumption** in using the Bayes net structure described above: the individual being modeled choose wording so as to match the intended interpretation with their current desired expressive style. Thus we are imputing some choice

behavior to the individual. This behavior is incorporated into inference by **setting the "match" nodes to true before updating probabilities.**" (emphasis added).

Accordingly, the Examiner's argument is not persuasive with respect to the preceding feature of claim 1.

As a third example of why Breese does not anticipate claim 1, Breese does not teach the feature: "customizing a presentation of information to the user according to the value of the variable of the personality type indicator".

The Examiner argues that Breese, col. 13, line 31-33 teach the preceding feature of claim 1.

In response, Appellants note that Breese, col. 13, line 31-35 recites: "The policy module 620 can be designed to develop an empathetic agent, whose mood and personality matches that of the user, or a contrary agent, whose emotions and personality tend to be the exact opposite of the user, as two possible examples."

Moreover, the Examiner has already argued that in Breese, the value of the personality type indicator in claim 1 is the value "true" for the Match nodes. However, the preceding quote from Breese, col. 13, line 31-35 is unrelated to the value of "true" for the Match nodes and does not involve the match nodes. Therefore, Appellants contend that the Examiner's argument cannot be reasonably understood and is therefore not persuasive.

Based on the preceding arguments, Appellants respectfully maintain that Breese does not anticipate claim 1, and that claim 1 is in condition for allowance. Since claims 2 and 30 depend

from claim 1, Appellants contend that claims 2 and 30 are likewise in condition for allowance.

Claims 11-29 and 31-33

Appellants respectfully contend that Breese does not anticipate claims 11, 18, and 23, because Breese does not teach each and every feature of claims 11, 18, and 23.

As an example of why Breese does not anticipate claims 11, 18, and 23, Breese does not teach the feature: "recording a specific value of a personality type variable of the plurality of personality type variables **for each event** of said events in a log that is associated with the specific value of the personality type variable" (emphasis added).

The Examiner argues that Breese, col. 11, line 5-9 teach the preceding feature of claim 1.

In response, Appellants note that Breese, col. 11, line 4-9 recites: "Thus, the Bayesian belief network fragment of FIG. 3 indicates (1) the relationship of emotion and personality on expressive style, (2) the probability that a modeled concept will be interpreted as a particular style, and (3) whether the interpretation matches the intent for each component and whether they match on all components". Appellants contend that the preceding quote from Breese, col. 11, line 4-9 does not teach the "recording a specific value of a personality type variable ... for each event ...in a log" feature of claims 11, 18, and 23. The Examiner has not provided any citation in Breese evidencing that Breese teaches the "recording a specific value of a personality type variable ... for each event ...in a log" recited in claims 11, 18, and 23.

Breese teaches analyzing the user's responses (e.g., in words or phrase - see Breese, col. 9, line 65 - col. 11, line 9) or in other ways (e.g., observing the user's facial expressions - see Breese, col. 14, lines 34-40) to make the inferences cited by the Examiner in Breese, col. 11, line 09/932,163

4-9. If said responses by the user are interpreted as the "events" in claims 11, 18, and 23, then Applicants assert that Breese does not disclose the specific value of a personality type variable ...for each event ... for said responses by the user are recorded in a log.

Breese teaches analyzing the responses by the user as these responses occur. For example, Breese, col. 12, lines 48 - col. 13, line 8, the policy module 620 received inputs from the user interface representing the user's behavior (e.g., loud and angry voice, or calm and quiet voice), and the module 620 invokes a Bayesian module 640 to infer a user behavior for an agent to perform. Breese does not disclose that said user's behavior, or the specific value of a personality type variable ... for each event ...for said responses by the user, are recorded in a log.

What is actually recorded in Breese is the probability of occurrence of different states of expression (e.g., happy, surprise, fear anger, sad, disgust) of the user, as disclosed in Breese, col. 15, lines 20-46 and FIG. 12. However, does not disclose recording in a log the specific value of a personality type variable ... for each event ...for said responses by the user. For example, the log of Breese, FIG. 12 does not show the specific values of a personality type variables for each event (i.e., user response) from which said probabilities are computed. FIG. 12 merely records the result of having computed the probabilities based on the specific values of personality type variables for each event.

In addition, the Examiner has not even alleged that Breese teaches the feature: "resulting in a set of logs comprising a separate log for each specific value of the personality type variable" (emphasis added). Appellants maintain that Breese does not teach the feature: "resulting in a set of logs comprising a separate log for each specific value of the personality type variable".

Based on the preceding arguments, Appellants respectfully maintain that Breese does not

anticipate claims 11, 18, and 23, and that claims 11, 18, and 23 are in condition for allowance. Since claims 12-17 and 31 depend from claim 11, Appellants contend that claims 12-17 and 31 are likewise in condition for allowance. Since claims 19-22, 25-29 and 32 depend from claim 18, Appellants contend that claims 19-22, 25-29 and 32 are likewise in condition for allowance. Since claims 24 and 33 depend from claim 23, Appellants contend that claims 24 and 33 are likewise in condition for allowance.

In addition with respect to claims 12, 19, and 24, Breese does not teach the feature: "deducing a personality type indicator associated with the user, said personality type indicator comprising a best value of each personality type variable of the plurality of personality type variables, said deducing comprising determining from each log of the set of logs the best value of each personality type variable".

The Examiner argues that Breese, col. 13, line 27-29 teaches the preceding feature of claims 12, 19, and 24.

In response, Appellants note that Breese, col. 13, line 27-31 recites: "The policy module 620 is the mapping from the updated probabilities of the emotional states and personality of the user (furnished by the Bayesian user model 610) to the desired emotional state and personality of the agent."

Appellants contend that the preceding quote from Breese, col. 13, line 27-29 most certainly does not teach the preceding feature of claims 12, 19, and 24.

In addition with respect to claims 13, 20, and 25, Breese does not teach the feature:

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“wherein determining the best value of each personality type variable comprises executing a majority vote algorithm for each log whose associated personality type variable is a binary variable”.

The Examiner argues that Breese, col. 12, line 29-33 and col. 10, lines 35-39 and 53-56 teach the preceding feature of claims 13, 20, and 25.

In response, Appellants respectfully contend that the Examiner’s preceding citations from Breese most certainly do not teach the preceding feature of claims 13, 20, and 25. For example, the Examiner’s preceding citations from Breese do not even mention “executing a majority vote algorithm”.

In addition with respect to claims 14, 21, and 26, Breese does not teach the feature: “generating a user record associated with the user, generating comprising inserting the determined personality type indicator into the user record; and storing the user record in the server”.

The Examiner argues that Breese, col. 7, line 13-16 teaches the preceding feature of claims 14, 21, and 26.

In response, Appellants note that Breese, col. 7, line 13-16 recites: “The drives and their associated computer-readable media provide nonvolatile storage of computer readable instructions, data structures, program modules and other data for the personal computer 120.”

Appellants contend that the preceding quote from Breese, col. 13, line 27-29 most certainly does not teach the preceding feature of claims 14, 21, and 26. For example, the preceding quote from Breese, col. 13, line 27-29 does even mention “generating a user record

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associated with the user”.

In addition with respect to claims 15, 22, and 27, Breese does not teach the feature: “retrieving the user record associated with the user; and customizing a content or style of information adapted to be presented to the user; said customizing comprising utilizing the personality type indicator that is in the user record”.

The Examiner argues that Breese, col. 13, line 25-35 teaches the preceding feature of claims 15, 22, and 27.

In response, Appellants note that Breese, col. 13, line 25-35 recites: “The linkage between the user and agent network models 610, 640 is embedded in the policy module 620. The policy module 620 is the mapping from the updated probabilities of the emotional states and personality of the user (furnished by the Bayesian user model 610) to the desired emotional state and personality of the agent. The policy module 620 can be designed to develop an empathetic agent, whose mood and personality matches that of the user, or a contrary agent, whose emotions and personality tend to be the exact opposite of the user, as two possible examples.”

Appellants contend that the preceding quote from Breese, col. 13, line 25-35 most certainly does not teach the preceding feature of claims 15, 22, and 27. For example, the preceding quote from Breese, col. 13, line 25-35 does even mention “customizing a content or style of information adapted to be presented to the user”.

GROUND OF REJECTION 2

Claims 34-36 stand rejected under 35 U.S.C. § 103(a) as allegedly being unpatentable over US Patent 5,987,415 Breese *et al*; Modeling a User's emotion and Personality in a computer user interface as applied to claims 1, 11-33 above, and further in view of US Patent 5,848,396 Gerace Method and Apparatus for Determining Behavioral Profile of A Computer User.

Since claims 34, 35, and 36 respectively depend from claims 11, 18, and 23 , which Appellants have argued *supra* to not be unpatentable over Breese under 35 U.S.C. §102(b), Appellants maintain that claims 34, 35, and 36 are likewise not unpatentable over Breese in view of Gerace under 35 U.S.C. §103(a).

In addition, Breese in view of Gerace does not teach or suggest the feature: "determining whether the session is still active; ... if said determining determines that the session is not still active then retrieving the logs and recomputing values for the personality type variables by testing the retrieved logs".

The Examiner argues that Gerace teaches the preceding feature of claims 34-36.

In response, Appellants maintain that Gerace does not teach or suggest "if said determining determines that the session is not still active then retrieving the logs and recomputing values for the personality type variables by testing the retrieved logs". Rather, Gerace, col. 4, lines 12-22 recites:

In addition, program 31 records the user's selections and his viewing activity with respect to the agate information. In particular, for each piece of displayed agate information, program 31 records the date and time of user viewing and the format which the user has selected for viewing. After multiple sessions, a pattern of the

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user's viewing actions or viewing habits is obtained, from the recorded activity. In turn, certain inferences about the user are made based on the user's viewing habits and the specific pieces of aggregate information he views, including content and presentation of that information. To that end, for each user the present invention program 31 creates a user profile from the aggregate information viewing habits of the user.

Based on the preceding quote from Gerace, Appellants assert that Gerace teaches that "certain inferences about the user are made based on the user's viewing habits". However, Gerace does not teach or suggest that the inferences are personality type variables. Moreover, the Examiner has not provided a citation to text in Gerace demonstrating that Gerace discloses "recomputing values for the personality type variables" as required by claims 34-36.

In addition, Appellants maintain that the Examiner has not supplied a legally persuasive argument as to why a person of ordinary skill in the art would modify Breese by the alleged teaching of Gerace in relation to claims 34-36. The Examiner argues: "It would have been obvious to one skilled in the art at the time of invention to combine the teachings of Gerace with Breese so that they program has a complete log of information required and/or needed to appropriately identify the users personality type."

In response, Appellants contend that the Examiner's reason for modifying Breese by the alleged teaching of Gerace (i.e., "to appropriately identify the users personality type") is not persuasive and not applicable to Breese, because Breese's entire invention is already directed "to appropriately identify the users personality type". In effect, the Examiner is suggesting the desirability of appropriately identifying the user's personality type which is what Breese already does without any help from Gerace.

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Therefore, the Examiner's reason for modifying Breese by the alleged teaching of Gerace is not persuasive.

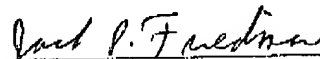
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SUMMARY

In summary, Appellant respectfully requests reversal of the October 28, 2005 Office Action rejection of claims 1, 2 and 11-36.

Respectfully submitted,



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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Leslie *et al.*

Serial No.: 09/932,163

Filed: 08/17/2001

Title: **CUSTOMIZING THE PRESENTATION OF INFORMATION TO SUIT A USER'S PERSONALITY TYPE**

Examiner: Smith, Traci L.

Group Art Unit: 3629

Docket No.: RSW920010164US1

Commissioner for Patents
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APPENDIX A - CLAIMS ON APPEAL.

1. A method for suiting a presentation of information to the personality type of a user of the information, comprising the steps of:

logging occurrences of events that are implicitly relevant to deducing a value of a variable of a personality type indicator associated with the user;

deducing the value of the variable of the personality type indicator from the logged occurrences of events; and

customizing a presentation of information to the user according to the value of the variable of the personality type indicator.

2. The method of claim 1, wherein the presentation of information is delivered from a server to the user by Internet.

11. A method for monitoring a session over the Internet between a user and a server:

observing events over the Internet that the user participates in during the session, said

events being related to a plurality of personality type variables pertaining to the user; and
recording a specific value of a personality type variable of the plurality of personality type variables for each event of said events in a log that is associated with the specific value of the personality type variable, resulting in a set of logs comprising a separate log for each specific value of the personality type variable.

12. The method of claim 11, said method further comprising deducing a personality type indicator associated with the user, said personality type indicator comprising a best value of each personality type variable of the plurality of personality type variables, said deducing comprising determining from each log of the set of logs the best value of each personality type variable.

13. The method of claim 12, wherein determining the best value of each personality type variable comprises executing a majority vote algorithm for each log whose associated personality type variable is a binary variable.

14. The method of claim 12, said method further comprising:

generating a user record associated with the user, generating comprising inserting the determined personality type indicator into the user record; and
storing the user record in the server.

15. The method of claim 14, said method further comprising:

retrieving the user record associated with the user; and

customizing a content or style of information adapted to be presented to the user; said customizing comprising utilizing the personality type indicator that is in the user record.

16. The method of claim 15, said observing, recording, deducing, generating, storing, and customizing being performed by programmable instructions executing on the server.

17. The method of claim 16, said observing, recording, deducing, generating, storing, and customizing being performed during the session by the programmable instructions executing on the server.

18. A system comprising a server, said server adapted to execute programmable instructions to perform a computer-implemented method for monitoring a session over the Internet between a user and the server, said method comprising:

observing events over the Internet that the user participates in during the session, said events being related to a plurality of personality type variables pertaining to the user; and

recording a specific value of a personality type variable of the plurality of personality type variables for each event of said events in a log that is associated with the specific value of the personality type variable, resulting in a set of logs comprising a separate log for each specific value of the personality type variable.

19. The system of claim 18, said method further comprising deducing a personality type indicator associated with the user, said personality type indicator comprising a best value of each

personality type variable of the plurality of personality type variables, said deducing comprising determining from each log of the set of logs the best value of each personality type variable.

20. The system of claim 19, wherein determining the best value of each personality type variable comprises executing a majority vote algorithm for each log whose associated personality type variable is a binary variable.

21. The system of claim 19, said method further comprising:

generating a user record associated with the user, generating comprising inserting the determined personality type indicator into the user record; and
storing the user record outside of the server.

22. The system of claim 21, said method further comprising:

retrieving the user record associated with the user; and
customizing a content or style of information adapted to be presented to the user; said
customizing comprising utilizing the personality type indicator that is in the user record.

23. A method for customizing information presented to a user by monitoring a session over the Internet between the user and a server, said method comprising:

observing events over the Internet that the user participates in during the session, said
events being related to a plurality of personality type variables pertaining to the user; and
recording a specific value of a personality type variable of the plurality of personality type

variables for each event of said events in a log that is associated with the specific value of the personality type variable, resulting in a set of logs comprising a separate log for each specific value of the personality type variable.

24. The method of claim 23, said method further comprising deducing a personality type indicator associated with the user, said personality type indicator comprising a best value of each personality type variable of the plurality of personality type variables, said deducing comprising determining from each log of the set of logs the best value of each personality type variable.

25. The method of claim 22, wherein determining the best value of each personality type variable comprises executing a majority vote algorithm for each log whose associated personality type variable is a binary variable.

26. The method of claim 22, said method further comprising:

generating a user record associated with the user, generating comprising inserting the determined personality type indicator into the user record; and
storing the user record outside of the server.

27. The method of claim 26, said method further comprising:

retrieving the user record associated with the user; and
customizing a content or style of information adapted to be presented to the user; said
customizing comprising utilizing the personality type indicator that is in the user record.

28. The method of claim 27, said observing, recording, deducing, generating, storing, and customizing being performed by programmable instructions executing on the server.

29. The method of claim 28, said observing, recording, deducing, generating, storing, and customizing being performed during the session by the programmable instructions executing on the server.

30. The method of claim 1, wherein the personality type indicator is a Myer Briggs Type Indicator.

31. The method of claim 11, wherein the plurality of personality type variables consist of Myer Briggs Type Indicator variables.

32. The system of claim 18, wherein the plurality of personality type variables consist of Myer Briggs Type Indicator variables.

33. The method of claim 23, wherein the plurality of personality type variables consist of Myer Briggs Type Indicator variables.

34. The method of claim 11, said method further comprising after said recording:
determining whether the session is still active;
if said determining determines that the session is still active then monitoring for the

occurrence of events that are implicitly relevant to deducing values of the personality type variables pertaining to the user; and

if said determining determines that the session is not still active then retrieving the logs and recomputing values for the personality type variables by testing the retrieved logs.

35. The method of claim 18, said system further comprising after said recording:

determining whether the session is still active;

if said determining determines that the session is still active then monitoring for the occurrence of events that are implicitly relevant to deducing values of the personality type variables pertaining to the user; and

if said determining determines that the session is not still active then retrieving the logs and recomputing values for the personality type variables by testing the retrieved logs.

36. The method of claim 23, said method further comprising after said recording:

determining whether the session is still active;

if said determining determines that the session is still active then monitoring for the occurrence of events that are implicitly relevant to deducing values of the personality type variables pertaining to the user; and

if said determining determines that the session is not still active then retrieving the logs and recomputing values for the personality type variables by testing the retrieved logs.

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Applicant: Leslie *et al.*

Examiner: Smith, Traci L.

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Docket No.: RSW920010164US1

Title: CUSTOMIZING THE PRESENTATION OF INFORMATION TO SUIT A USER'S
PERSONALITY TYPE

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APPENDIX B - EVIDENCE

There is no evidence entered by the Examiner and relied upon by Appellant in this appeal.

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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PERSONALITY TYPE

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APPENDIX C - RELATED PROCEEDINGS

There are no proceedings identified in the "Related Appeals and Interferences" section.

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